

Margaret A. Sullivan
Promotions Coordinator
ROU #1210
400 Raritan Center Parkway
Edison, NJ 08837
(908) 225-3219
FAX (908) 417-9076
Voice Mail #71402

January 23, 1997

TO: All Sales/Territory Representatives

RE: Doral March B2G Free Lighter Promotion

Ladies and Gentlemen:

In March RJR will be working a Doral B2G Free Lighter promotion. Listed below are the specifics of the promotion:

<u>Month to Be Worked:</u>	March
<u>Units Per Display:</u>	20
<u>Brand Styles:</u>	Doral FF 100
	Doral Lt. 100
	Doral UL 100
	Doral Lt. Men 100

Display contains: Counter display preassembled, 20 sleeves, name generation insert and paster Card.

The attached March Doral B2GF Model must be reviewed by you immediately and returned to the ROU by Wednesday, 1/29/97, at the latest. Please use the enclosed postage paid envelope marked to my attention. If not received by this date, the SKU count will go in as it is on the model.

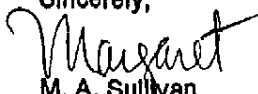
NOTE:

- 1) Model consists of calls with volume of 75 or above.
- 2) Do not make any changes to chain calls.
- 3) The total at the bottom of the Plan Sug SKU Column is the total SKU's that your territory is allocated. You can make changes, but your SKU count must remain the same. In other words, you cannot add SKU's, only transfer SKU's from one account to another.
- 4) If you are making a change, please cross out SKU number in the columns and write new number on the line provided.

After changes have been made to models, Direct Account templates will be generated. You will then be sent your revised territory lists.

Should you have any questions or concerns, please voice mail me at 71402 with your questions, and I will get back to you.

Sincerely,


M. A. Sullivan
Enclosure
cc: D/M's/ROM

*C Data winword
am model*

51842 5940